



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4144-1**

**COURSE TITLE: COMMUNITY BASED TOURISM  
DEVELOPMENT**

**DATE: 7/12/2023**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

**SECTION A: QUESTION ONE IS COMPULSORY (20 MARKS)**

**QUESTION ONE**

- a) With an example explain the meaning of community based tourism  
(2 marks)
- b) Briefly discuss the principles and meaning of Community Based Tourism (CBT) development in developing countries  
(6 marks)
- c) Explain the opportunities Community Based Tourism development provide to the local people in Kenya  
(6 marks)
- d) Briefly discuss the challenges community based tourism development experience in Kenya  
(6 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS (30 MARKS)**

**QUESTION TWO**

Discuss the role of stakeholders in the development of community based tourism  
(15marks)

**QUESTION THREE**

Citing relevant examples, discuss community-based tourism products and services in the Maasai Mara Region of Kenya  
(15marks)

**QUESTION FOUR**

Discuss the importance of marketing community based tourism in Kenya today  
(15marks)

**QUESTION FIVE**

Using examples discuss the significance of implementing community based tourism objectives in Narok County  
(15marks)

**/END/**